

Message Text

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PAGE 01 WARSAW 03406 151118Z

15

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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P 151017Z JUN 74

FM AMEMBASSY WARSAW

TO /SECSTATE WASHDC PRIORITY 9532

USDOC WASHDC PRIORITY

USIA WASHDC PRIORITY

AEMBMASSY VIENNA PRIORITY 2983

AMCONSUL MUNICH PRIORITY

UNCLAS WARSAW 3406

EO 11652: N/A

TAGS: BEXP, PL

SUBJECT: AMERICANS PROMOTE TRADE AT POZNAN FAIR; POZNAN, JUNE
15, 1974

COMMERCE FOR BEWT

USIA PASS POLISH SERVICE; IEE

VIENNA FOR EWTC

MUNICH FOR VOA

AS FURTHER EVIDENCE OF THE UNITED STATES' ACTIVE INTEREST
IN PROMOTING EVEN MORE USEFUL AND PROFITABLE TRADE RELATIONS
WITH POLAND, A SPECIAL POSITION TO DIRECTOR OF BUSINESS
RELATIONS HAS BEEN ESTABLISHED THIS YEAR FOR THE FIRST TIME.
FILLING THE JOB IS MR. SURESH DHIR OF THE US DEPARTMENT OF COMMERCE,
WHO DESCRIBES HIS DUTIES AS DEVELOPING CONTACTS WITH POLISH ENTER-
PRISES IN ALL INDUSTRIAL FIELDS AND GENERATING INTEREST IN WHAT US
INDUSTRY HAS TO OFFER. PRIOR TO THE OPENING OF THE POZNAN
INTERNATIONAL TECHNICAL FAIR, MR. DHIR SPENT SEVERAL WEEKS
MEETING WITH REPRESENTATIVES OF POLISH MINISTRIES AND CENTRAL
FOREIGN TRADE ORGANIZATION IN WARSAW, AS WELL AS END USERS
OF THE PRODUCTS THE UNITED STATES WOULD BE PRESENTING THIS
YEARS AT THE FAIR. HE ALSO JOURNEYED TO KRAKOW, SILESIA,
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GDANKSK, WROCLAW AND OTHER AREAS OF THE COUNTRY TO TALK WITH

MAJOR POLISH PRODUCERS AND USERS OF ALL FORMS OF INDUSTRIAL EQUIPMENT.

NOW HEADQUARTERED ON THE GROUND FLOOR OF PAVILION 18, MR. DHIR HAS BEEN BUSILY CONFERRING WITH A MULTITUDE OF POLISH BUSINESSMAN ABOUT SUCH MUTUAL CONCERNS AS TECHNICAL COOPERATION AND LICENSING ARRANGEMENTS. ANOTHER MAJOR FOCUS OF HIS ACTIVITY HAS BEEN PROMOTING AMERICAN EXPORTS TO POLAND. WHAT I TRY TO DO IS EXPLORE VARIOUS TRADE POSSIBILITIES SAYS MR. DHIR, 'AND TO THEN GET THE APPROPRIATE US COMPANY TOGETHER WITH ITS POLISH COUNTERPART SO THAT THEY MIGHT BEGIN PRODUCTIVE DISCUSSIONS. TO USE A SCIENTIFIC TERM, I AM SORT OF A CATALYST'.

WORKING WITH MR. DHIR AND MR. HARRY W. KOPP, DIRECTOR OF THE US EMBASSY'S

TRADE DEVELOPMENT OFFICE AND THE POZNAN FAIR, IN WHAT IS ONE OF THE MOST INTENSE TRADE PROMOTION EFFORTS EVEN MOUNTED BY THE UNITED STATES IN POZNAN ARE TWO PROMINENT US INDUSTRIAL SPECIALISTS, MR. E. PAUL LANGE AND MR. OTTO TEITLER. MR. LANGE IS PRESENTLY DIRECTOR OF THE PROCESS MEASUREMENT AND CONTROL SECTION OF THE SCIENTIFIC APPARATUS MAKERS ASSOCIATION. MR. TEITLER HAS BEEN, FOR THE PAST TEN YEARS, EXECUTIVE VICE PRESIDENT AND MANAGING DIRECTOR OF MACHINE TOOLS INTERNATIONAL AND THE INSTITUTE FOR THE DEVELOPMENT OF THE METALWORKING INDUSTRIES, A CENTRAL ORGANIZATION COORDINATING INTERNATIONAL OPERATIONS OF MAJOR AMERICAN MACHINE TOOL PRODUCERS. IN MR TEITLER'S WORDS HE AND HIS COLLEAGUE ARE TRYING ' TO BECOME ACQUAINTED WITH NEW DIRECTIONS AND ACHIEVEMENTS OF POLISH INDUSTRY SO AS TO ENABLE AMERICAN FIRMS TO COOPERATE WITH POLAND FOR THE ADVANCEMENT OF INDUSTRY AND TRADE TO OUR MUTUAL ADVANTAGE. POLISH-AMERICAN TRADE HAS, AS IS WELL KNOWN GROWN SEVERAL TIMES OVER DURING THE PAST FEW YEARS, A DEVELOPMENT WHICH HAS BEEN GREETED WARMLY BY REPRESENTATIVES OF BOTH COUNTRIES. MR. DHIR AND HIS ASSOCIATES HAVE COME TO POZNAN THIS YEAR TO DO THEIR BEST TO CONTINUE AND IMPROVE THIS VERY POSITIVE DEVELOPMENT.

DAVIES

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW03406
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740156-0393
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740641/aaaabixh.tel
Line Count: 96
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2002 by phillir0>; APPROVED <17 JUL 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICANS PROMOTE TRADE AT POZNAN FAIR; POZNAN, JUNE 15, 1974
TAGS: BEXP, PL
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005